

## Message Text

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66

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-06 RSC-01 /020 W

----- 123168

R 251443Z OCT 74

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 4615

UNCLAS THE HAGUE 5227

STATE PASS COMMERCE

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: GLOBAL MARKET RESEARCH, BID REQUEST, LABORATORY  
INSTRUMENTS, THE NETHERLANDS.

REF: A, STATE A 6964; REF B: THE HAGUE 1866 OF APRIL 11, 1974;

REF C: THE HAGUE 3315 OF JULY 2, 1974.

1. EMBASSY SENT BID INVITATION FOR SUBJECT MARKET RESEARCH  
STUDY TO ITS ROSTER OF 7 MARKET RESEARCH FIRMS. SIX DECLINED  
TO BID AND ONE FAILED TO RESPOND. OF THOSE RESPONDING, FIVE  
STATED THAT ANTICIPATED BUDGET FAR TOO LOW, AND ONE MENTIONED  
A LACK OF EXPERTIZE.

2. POST POINTED OUT IN REF B AND C GROWING PROBLEM OF GETTING  
DUTCH FIRMS TO BID ON THESE MARKET RESEARCH STUDIES AT  
PRESENT BUDGET LEVELS, WHICH IN TERMS OF GUILDERS HAVE NOT  
BEEN INCREASED IN TWO YEARS OF INTENSE DUTCH INFLATION AND WHICH  
FROM BEGINNING HAD ALWAYS BEEN CONSIDERED TOO LOW BY DUTCH  
RESEARCH FIRMS. FOR LAST SIX STUDIES WE HAVE RECEIVED BIDS FROM  
ONLY TWO DUTCH FIRMS, BIDDING ON ONLY THREE OF THEM (NVSS ON  
PCI AND FOOD PROCESSING STUDIES AND ECOPLAN ON AIR AND WATER  
POLLUTION STUDY). IT NOW APPEARS ALMOST CERTAIN THAT AS  
RESULT OF PERFORMANCE PROBLEMS AND ITS OWN DISSATISFACTION WITH  
THIS WORK, NVSS WILL NOT BID ON ANY FUTURE STUDIES. ECOPLAN,  
WHICH WE HAD INDUCED TO BID ON AIR AND WATER POLLUTION STUDY IN  
THE HOPE OF GETTING THEM ON AS A STEADY BIDDER AND HAD RECOMMENDED  
THEIR SELECTION TO COMMERCE, WAS NOT AWARDED STUDY, WHICH INSTEAD  
WENT TO FIRM IN GERMANY. ECOPLAN HAS NOW DECLINED TO BID

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AGAIN.

3. UNDER THESE CIRCUMSTANCES AND UNLESS SERVICES OF A FIRM  
OUTSIDE HOLLAND CAN BE OBTAINED, POST BELIEVES USDOC MUST EITHER  
(1) INCREASE ITS ANTICIPATED COST BY AT LEAST \$2500 SO THAT WE  
CAN PUT LABORATORY INSTRUMENTS STUDY OUT FOR REBID OR (2) SEND  
A TRAINED MARKET RESEARCH SPECIALIST HERE ON TDY TO DO STUDY.  
PLEASE ADVISE.  
GOULD

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## Message Attributes

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